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Lamar Soutter Library, University of Massachusetts Medical School

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A Legacy of Service and Learning

SoutteReview

Newsletter of The Lamar Soutter Library • University of Massachusetts Medical School • Issue 25

Go Local Massachusetts Is Here

The Go Local Massachusetts database is now available for Massachusetts health consumers to use. SoutteReview recently talked with Project Librarian Sally Gore about this new database, as well as about her background, as a relative newcomer among LSL staff.

SR: Please tell us what brought you into the field of professional librarianship.

SG: About ten years ago, after working for a number of years as a minister and in the social services arena, I decided I wanted to pursue a career change. I returned to school to study something that had long interested me—exercise physiology.

While working on degrees from the University of Southern Maine and Ithaca College, I realized that what I most enjoyed doing was the background research on various subjects in the field—in the library. I began to ask myself, "Who gets to do this kind of thing for a living?" The answer, of course, was "Librarians"! I earned a degree in Library and Information Science from Syracuse University in August, 2004 and came to my new position here at LSL in January of this year.

I feel very fortunate to have a position that allows me to combine my interests in health sciences and libraries. And while it was quite a change to move from the coast of Maine to Worcester, my family and I are enjoying city living and the diverse culture this area affords.



SR: Please tell our readers what Go Local Massachusetts is.

SG: Go Local Massachusetts is an extension of MedlinePlus, the National Library of Medicine's website for consumer health information. We have created a web-based directory of health care services across the state that relate to health topics that are covered in the MedlinePlus database.

SR: Can anyone access this information freely?

SG: Anyone can access both MedlinePlus and Go Local Massachusetts if they have internet access.

SR: When did you begin the Go Local Massachusetts database?

SG: The Library was awarded this project from the National Library of Medicine (NLM) last fall. I began to organize the Go Local Massachusetts component starting in January.

SR: How many links do you have now?

SG: Our database has links to about 2,500 resources right now. These represent agencies from all parts of the state and cover many different types of health care services. Our goal is to have a very comprehensive list of resources by next summer. As it stands now, I believe that we are about a quarter of the way toward that goal.

SR: Wow. That means that you could potentially have 10,000 links to resources!

SG: It's hard to put an exact number on it. We are fortunate to have many health care services in Massachusetts—the exact number of which is difficult to know. Despite that, the challenge is

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LIBRARY HOURS

Monday - Thursday
7:30 am - 11:00 pm

Friday 7:30 am - 9:00 pm

Saturday 10:00 am - 9:00 pm

Sunday 10:00 am - 11:00 pm

Hours are subject to change due to exams, holidays, and weather conditions. Please call 508-856-2511 for current library hours.

TELEPHONE NUMBERS

Circulation
508-856-6099

Reference Desk
508-856-6857

Document Delivery
508-856-2029

Interlibrary Borrowing
508 856-2080

Library Administration
508-856-2205

Government Documents
508-856-2473

Journal Information
508-856-2388

Acquisitions
508-856-1041

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Librarians Present at MLA

The Lamar Soutter Library was well-represented at the Medical Library Association annual meeting, held this year in San Antonio, TX, May 15-19. Several staff members presented papers or poster sessions.

Dorothy Barr, Reference Librarian, and James Comes, Associate Director, Reference, reviewed ways of staying informed in a poster entitled **ALERT: Helping Patrons Stay Current**. Alerting tools are evolving rapidly to assist biomedical professionals in keeping up with the enormous amount of research information available. The poster covered services currently available, including My NCBI, Table of Contents notifications, publishers' alerts, and web based applications."

Lonelyss Charles, NLM 2nd Year Associate Fellow teamed with Ronald Gordner and Roger Brtva of the NLM to mount a poster entitled **Analysis of MedlinePlus en Espanol Customer Service Requests**. They found that the majority of such requests to NLM were answered using basic or enhanced Spanish versions of the most used English language FAQs and stock replies. Bilingual staff were needed to assist in creating new stock replies and FAQs. This feedback has enabled NLM to make improvements to its Spanish-language customer service.

Janet Dadoly, Collection Development/Reference Librarian, Leonard Levin, Manager of Education Programs, and Lisa Palmer, Head Cataloger showcased the life and work of Dr. Samuel Woodward, medical superintendent of one of the first public hospitals in the U.S. for the mentally ill in a poster entitled **Samuel B. Woodward: A Nineteenth Century Pioneer in American Psychiatric Care**. Woodward overcame popular views of mental illness to champion compassionate, optimistic, and individualized treatment for patients at the

Worcester State Hospital.

Elaine Martin, Director of Library Services, Sally Gore, HealthNet Librarian, Nancy Harger, Reference Librarian, and Charles traced the development of an integrative information Web-based resource, training, reference and document delivery services for the professional and lay mental health community in the poster **e-Mental Health in Central Massachusetts**. This database is accessible at: <http://library.umassmed.edu/ementalhealth/index.cfm>

Palmer and Barbara Ingrassia, Associate Director, Technical Services, presented a paper entitled **Coming Out of the Back Room: Technical Services Breaks Loose**. They described how technical services librarians at the LSL have embraced opportunities for campus outreach. As members of cross-departmental teams and campus-wide task forces, they have utilized skills in information organization, integrated library systems, and problem solving to benefit colleagues, faculty, clinicians, students, and the public.

Nancy Peterson, Associate Director, NESCSO, and Peter Droese, of the Office of Medicaid, Boston, documented the emerging focus on health policy as a priority for medical librarianship in **Utilization of the Medical Librarian as a Provider of Information Services on Health Policy and Health Disparities for State Medicaid Programs**. Functioning as expert searchers and collection development specialists, medical librarians have the opportunity to take a leadership role through the dissemination of evidence-based health care information to local and regional policy makers.

Mary Piorun, Associate Director, Systems, Comes, Jane Fama, Associate Director, Access Services,

and Ingrassia portrayed a variety of communication challenges in 2 skits presented as **How Diversity Affects Communication**. Differences such as generation, personality, work experiences, gender, etc. can affect workplace communication and the ability of the library to meet its goals and fulfill its mission.

Piorun, Fama, and Ingrassia mounted a poster illustrating the challenges and solutions to growing print journal storage problems in **Journals, Journals Everywhere—Not a Shelf to Spare**. The cost, space, and potential impact on patrons were identified and evaluated and an option chosen and developed. The option to improve the current remote storage area was chosen, and the poster detailed the steps required to implement this solution.

Robert Vander Hart, Electronic Resources Librarian, Judy Nordberg, Reference Associate, and Gael Evans, Reference Librarian-retired chronicled the life and career of Dr. Lamar Soutter in a poster entitled **Overcoming Challenges: Lamar Soutter, M.D. (1909-1996)**. Soutter overcame personal and professional adversity to achieve distinction as a scientist, physician, educator, and humanitarian.

Elaine Martin, Director of Library Services and Director of the NN/LM New England Region Medical Library, attended several RML meetings. Associate Director Javier Crespo, Outreach Coordinator Donna Berryman, Consumer Health Coordinator Michele Eberle, Technology Coordinator Penny Glassman, and Network Coordinator Mark Goldstein networked with their counterparts from the other eight NN/LM regions, in addition to attending conference sessions.

Martin served as chair of the National Program Committee for the conference.

—BI

LSL Catalogers Chosen to Participate in Prestigious Cataloging Program

Catalog Librarian Lisa Palmer and Assistant Catalog Librarian Cecile Bianco recently completed a NACO (Name Authority Cooperative Project) training institute at the

Bernard Becker Medical Library at Washington University in St. Louis.

The NACO program is administered by the Library of Congress and is one component of their Program for

Cooperative Cataloging. Currently, only 400 institutions throughout the world representing national, state, university, public, and special libraries, and vendors participate in one or

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LSL to Host Major Exhibit

The LSL is one of only 3 libraries in New England to be chosen to host the interactive exhibit "Changing the Face of Medicine: Celebrating America's Women Physicians." Scheduled to tour the country for 5 years, the exhibit will be in Worcester May 5 - June 15, 2006.

The exhibit tells the extraordinary story of how American women who wanted to practice medicine have struggled over the past two centuries to gain access to medical education and to work in the specialty they chose. It describes women's successful quest to become doctors and introduces audiences to outstanding physicians from across the United States. Dr. Lucy Candib, professor in Family Medicine and Community Health at UMMS, is one of the women profiled in the exhibit.

Interactive kiosks traveling with the exhibition provide educational activities, information about medical careers, and biographies of outstanding women physicians. Audiences may also add names of their own favorite women physicians to the web site, or share their own story about being a woman physician.

Several events are being planned in conjunction with the exhibit. In addition to an opening reception on May 5, presentations and book signings, a film festival, a symposium celebrating 25 years of women physicians in the Massachusetts Medical Society, a

program about the Women's Health Initiative, and programs with area college and school students are taking shape.

The National Library of Medicine, Bethesda, Md., and the American Library Association, Chicago, Ill., organized the traveling exhibition with support from the National Library of Medicine, the National Institutes of Health Office of Research on Women's Health, and the American Medical Women's Association.

Co-sponsors of the exhibit and events with the Lamar Soutter Library include the Worcester District Medical Society, UMMS Women Faculty Committee, the Worcester Public Library, the Worcester Women's History Project, the Worcester YWCA, UMMS Humanities in Medicine Committee, and the Colleges of Worcester Consortium.

More information about the LSL events will be included in the next issue of the *SoutteReview* and on the Library's web page. You may contact Mary Piorun at Mary.piorun@umassmed.edu with comments or questions.

The other libraries in New England hosting the exhibit are Countway Library at Harvard University (March 13 - April 20, 2006) and Williston Library at Mount Holyoke College (September 1 - October 1, 2006).

—BI

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more projects in the program.

Name authority records are tools used by librarians to establish forms of names used on records in library catalogs, enabling librarians to identify and differentiate authors. Authority records also provide cross references to lead users to the headings used in the catalog. For instance, a search under: Clemens, Samuel Langhorne will lead users to the authorized form of heading for Mark Twain, i.e., Twain, Mark, 1835-1910. A search under "Fleming, Alexander, brings up several matches. Adding the dates "1881-1955" and a note giving biographical information assures us that we have the proper heading for the inventor of penicillin. The database of established names - now numbering over 5 million - is called the Library of Congress Name Authority File.

The Lamar Soutter Library was selected to partner with just a handful of

other medical libraries for the purpose of adding more medical names into the authority file. Through this effort, the LSL will help the global library community work more efficiently and effectively, allowing it to maximize its resources.

Other benefits to LSL and UMMS of NACO participation include:

- Increased visibility for UMMS and other local authors of books and dissertations
- Increased participation and influence in shaping future library cataloging practice
- Increased interaction with colleagues at national libraries and other institutions
- Reductions in the library cataloging burden on a local scale through collective efforts on a global scale

The institute was sponsored by the National Library of Medicine.

—LP, CB, BI

Publishing Announcements

Three journal articles and a book chapter, authored by several professional members of the staff of the Lamar Soutter Library, have been accepted for publication by notable medical publications.

Five LSL staff had a hand in the composition of "Inside Outreach: A Challenge for Health Sciences Librarians," which appears in the July, 2005 issue of the *Journal of the Medical Library Association*. Specifically, this article is a collaborative effort by Jane Fama (Associate Director, Access Services), Donna Berryman (Outreach Coordinator, New England Region/National Network of Libraries of Medicine); Nancy Harger (Information Literacy Librarian), Paul Julian (Reference Associate), Nancy Peterson (Associate Director, New England States Consortium Organization), and Margaret Spinner (Reference Librarian, Retired). Former LSL staff member, Jennifer Varney (Assistant Director, Boston Library Consortium) also contributed to this eleven-page analysis.

Lisa Palmer (Head Cataloger) and Barbara Ingrassia (Associate Director, Technical Services) collaborated upon a five-page article to appear in the next issue of the quarterly *Journal of Hospital Librarianship*. This piece, "Utilizing the Power of Continuous Process Improvement in Technical Services," was an outgrowth of the authors' Power Point and poster presentations at the May, 2004 Medical Library Association conference in Washington, D.C.

Within this same issue of the *Journal of Hospital Librarianship* will appear an article by yet another Lamar Soutter librarian, Michelle Eberle (Consumer Health Coordinator). Her fifteen-page article, which received peer review, is entitled *Librarians' Perceptions of the Reference Interview*.

Mary Piorun (Associate Director, Library Systems) and Deanna Lucia (former Associate Director, Administrative Services) wrote a chapter for the new Haworth Press book *Planning, Renovating, Expanding, and Constructing Library Facilities in Hospitals, Academic Medical Centers, and Health Organizations*, edited by Elizabeth Connor. Their contribution, "Case Study 8. Managing a Library Renovation Project: A Team Approach," appears in the section of this text that focuses upon academic medical center libraries.

—JL

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to locate resources that cover a broad range of healthcare topics, for all parts of the state, and to put all of that information in one place.

SR: How do you find these links?

SG: We started with some defined services that we knew belonged in this database such as, hospitals, medical libraries, and nursing homes. NLM provided us with good lists of many of these resources and that gave me a place to start. After that, my job was to verify the contact information for those services, identify a web presence if they had one, and create records for them in the database. Next, I used the top ten health indicators for the state of Massachusetts. These are based on the *Healthy People 2010* report and are available from the Massachusetts Department of Public Health. From that list, which includes health issues such as lack of physical activity, smoking, and mental health needs among others, I then began looking for services or agencies that address those issues.

SR: Where did you look for such services?

SG: I used published directories of service agencies, the web, and phonebooks to collect this information. I also seek out pamphlets and brochures. I notice nowadays too, how often I'll pass a billboard or see

an ad on television, hear something on the radio, and end up jotting down a note to look into that agency when I get the chance. It's funny how many things you come across just going about your day. This is an ongoing project and I add new services to the database, if not on a daily basis, at least weekly.

I also have an advisory board comprised of librarians, public, academic and medical; health care practitioners, as well as advocates of health care issues in Massachusetts. These people have been an invaluable resource and I feel very fortunate to have them helping with the project. They live all across the state and provide me with a wealth of information about all kinds of local health services and contacts for this project.

SR: When was the Go Local Massachusetts database released?

SG: Go Local Massachusetts was released to the public in May. Currently, there are 6 Go Local Projects-five states and a portion of Texas-that are up and running. The goal of the NLM is to have a Go Local project in all fifty states. We at UMASS Medical School will be hosting the official launch of Go Local Massachusetts on November 29. State Senator Richard Moore has agreed to be our keynote speak-

er and Chancellor Aaron Lazare will also offer some words. We will have a demonstration of the site, present an instructional DVD that we have produced about Go Local, and have promotional materials available. I think it's going to be a great kick-off for Go Local Massachusetts.

SR: Can you give our readers an example of how to use Go Local Massachusetts?

SG: Sure. As an example of how Go Local Massachusetts is already being utilized, we recently received an inquiry from a woman who was new to the Westborough area. When she went to enroll her teenager in high school, she was told that she needed to provide proof that her child had been screened for lead poisoning. She learned about our site through MedlinePlus and was able to use it to locate contact information for several agencies in the southern Worcester County region where she could take her child for the needed blood test. Additionally, she took advantage of the service to contact a librarian for further information and, as Project Librarian, I was able to direct her to other relevant resources about lead poisoning and lead poisoning prevention in the state, including those from the Massachusetts Department of Public Health.

—PJ